

Appln. No. 09/472,666
Amendment dated October 9, 2007
Reply to Office Action mailed July 6, 2007

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims (deleted text being struck through and added text being underlined):

1. through 18. (Canceled)

19. (Previously Presented) A removable moving media, comprising:
a source content;
a removable content disposed at a position within the source content for providing a virtual product location; and
a communication assembly in communication with a virtual product source providing a virtual product which is a commercial item, the communication assembly providing access to the source content and the removable content,
wherein the communication assembly allows the virtual product source to place the virtual product within the removable moving media through utilization of the removable content disposed within the source content;
wherein the communication assembly allows the virtual product source to update the position of the virtual product location in the removable moving media through repositioning of the removable content relative to the source content.

20. through 21. (Canceled)

22. (Previously Presented) The removable moving media of claim 19, wherein the source content is a video game.

23. (Previously Presented) The removable moving media of claim 19, wherein the source content is at least one of a streaming video, a film, a video stream, and a video file format.

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24. (Previously Presented) The removable moving media of claim 19, wherein the source content is a digital source content.

25. (Previously Presented) The removable moving media of claim 19, wherein the virtual product is placed within the removable moving media through at least one of a paint, a montage, an animation, and an instantiation process.

26. through 32. (Canceled)

33. (Currently Amended) A system for placing virtual products within a moving media, comprising:

an original moving media content source including a removable content, the removable content providing a virtual product location at a position in the moving media;

a network in communication with the original moving media content source, the network providing a virtual product source; and

a virtual product disposed within the virtual product source, the virtual product being an image of a commercial item enabled for placement in the virtual product location of the removable content, the virtual product being enabled for updating the position of the virtual product location of the removable content in the moving media,

wherein the virtual product is downloaded from the network, and placed on the moving media in the virtual product location; and

wherein the virtual product is updated on the moving media in the virtual product location, and the position of the virtual product location relative to the moving media is updated.

34. (Previously Presented) The system of claim 33, wherein the network includes at least one of a website on a network and a peripheral computing system.

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35. (Previously Presented) The system of claim 33, wherein the virtual product source updates the virtual product location on the removable content within the original moving media content source.

36. (Previously Presented) The system of claim 33, wherein the original moving media content source is a video game.

37. (Previously Presented) The system of claim 33, wherein the original moving media content source is at least one of a streaming video, a film, a video stream, and a video file format.

38. (Previously Presented) The system of claim 33, wherein the original moving media content source is a digital source content.

39. (Previously Presented) The system of claim 33, wherein the virtual product is placed within the virtual product location through at least one of a paint, a montage, an animation, and an instantiation process.

40. (Withdrawn) A method of selling the placement of products in moving media content released over time, comprising:

dividing the time over which the content is released into a plurality of time slots;

selling the placement of a product in the content by time slot; and

placing the product into the content released in the time slot for which the product placement was sold updating the product in the content by downloading a new product into the content from a network.

41. (Withdrawn) The method of claim 40, wherein the network includes at least one of a website on a network and a peripheral computing system.

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42. (Withdrawn) The method of claim 40, wherein the original moving media content source is a video game.

43. (Withdrawn) The method of claim 42, wherein the original moving media content source is at least one of a streaming video, a film, a video stream, and a video file format.

44. (Withdrawn) The method of claim 43, wherein the original moving media content source is a digital source content.

45. (Withdrawn) A method of selling the placement of products in moving media content released in a plurality of geographic areas, comprising:

producing different versions of the content for different geographic areas;

selling the placement of a product in the content by geographic area;

placing the product into the geographic version for which the product placement was sold; and

updating the product in the different versions of the content for different geographic areas by downloading a new product into the content from a network.

46. (Withdrawn) The method of claim 45, wherein the network includes at least one of a website on a network and a peripheral computing system.

47. (Withdrawn) The method of claim 45, wherein the original moving media content source is a video game.

48. (Withdrawn) The method of claim 47, wherein the original moving media content source is at least one of a streaming video, a film, a video stream, and a video file format.

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49. (Withdrawn) The method of claim 48, wherein the original moving media content source is a digital source content.

50. (Withdrawn) A method of selling the placement of products in moving media content distributed in a plurality of channels, comprising:
producing different versions of the content for different channels;
selling the placement of a product in the content by distribution channel;

placing the product into the channel version for which the product placement was sold; and

updating the product in different versions of the content for different channels by downloading a new product into the content from a network.

51. (Withdrawn) The method of claim 50, wherein the network includes at least one of a website on a network and a peripheral computing system.

52. (Withdrawn) The method of claim 50, wherein the original moving media content source is a video game.

53. (Withdrawn) The method of claim 52, wherein the original moving media content source is at least one of a streaming video, a film, a video stream, and a video file format.

54. (Withdrawn) The method of claim 53, wherein the original moving media content source is a digital source content.

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55. (Currently Amended) A digital source content ~~disposed on a streaming video~~, comprising:

a source content including a motion picture;
a removable content disposed at a position within the source content for providing a virtual product location; and

a communication assembly in communication with a virtual product source providing a virtual product which is a commercial item, the communication assembly providing access to the source content and the removable content,

wherein the communication assembly allows the virtual product source to place the virtual product within the removable moving media through utilization of the removable content disposed within the source content;

wherein the communication assembly allows the virtual product source to update the position of the virtual product location in the removable moving media through repositioning of the removable content relative to the source content.

56. (Cancelled)

57. (Cancelled)

58. (Currently Amended) The removable moving media of claim ~~57~~ 19, wherein the commercial item comprises packaging containing a consumable product.

59. (Previously Presented) The removable moving media of claim 58, wherein the commercial item is a can of beer.

60. (Cancelled)

61. (Currently Amended) The removable moving media of claim ~~60~~ 26, wherein the commercial item comprises packaging containing a consumable product.

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62. (Cancelled)

63. (Currently Amended) The removable moving media of claim 62-
33, wherein the commercial item comprises packaging containing a
consumable product.

64. (Cancelled)

65. (Currently Amended) The digital source content of claim 64 55,
wherein the commercial item comprises packaging containing a consumable
product.

66. (Currently Amended) A removable moving media, comprising:
a source content adhering to an MPEG-4 format;
a removable content disposed at a position within the source content
for providing a virtual product location; and

a communication assembly in communication with a virtual product
source providing a virtual product which is a commercial item, the
communication assembly providing access to the source content and the
removable content,

wherein the communication assembly allows the virtual product source
to place the virtual product within the removable moving media, via an
instantiation of the virtual product, through utilization of the removable
content disposed within the source content; and

~~wherein the communication assembly allows the virtual product source~~
~~to update~~ updates the position of the virtual product location in the
removable moving media through repositioning of the removable content
relative to the source content; and

wherein the position of the removable content in the source content is
updated through repositioning without changing the virtual product in the
virtual product location.

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67. (New) A method of positioning a virtual product in removable moving media, comprising:

- providing a source content with a removable content disposed at a position within the source content, the removable content defining a virtual product location in the source content;
- providing a virtual product by a virtual product source through a communication assembly which provides access to the source content and the removable content, the virtual product being a commercial item;
- placing the virtual product in the removable moving media using the removable content disposed within the source content; and
- updating the position of the virtual product location in the removable moving media by repositioning the removable content relative to the source content.

68. (Previously Presented) The removable moving media of claim 19, wherein the position of the removable content in the source content is updated through repositioning without changing the virtual product in the virtual product location.

69. (Previously Presented) The removable moving media of claim 19, wherein the commercial item of the virtual product is an object of commerce.

70. (Previously Presented) The removable moving media of claim 19, wherein the commercial item of the virtual product is an image of the actual commercial product represented by the virtual product.